

PRIVATE HIRE NEWS

Having re-launched **Private Hire News** (The news magazine of the Licensed Private Hire Car Association) successfully in October 2003 as a quarterly publication, we are pleased that we are back having been very well received by everyone.

We will now be publishing to regular deadlines, winter, spring, summer and autumn in: -
January / February – April / May – July / August – October / November.

These dates deliver the magazine to the industry just before the two main Trade Exhibitions and in the quieter periods when key purchasing decisions are thought about and made.

Our policy to limit the number of competing advertisers to 3 has proven very popular, as has our loyalty to long-standing advertisers and products. We also have a policy to keep advertising to an average of 45% or less copy per issue, this is also popular as some trade magazines and newspapers have 80% plus advertising.

The magazine retains popular regular features like 'Talking of Grading', The Private Hire Board and of course the full listing of our Graded Companies who we independently visit and assess annually.

A new feature The LPHCA message board will bring the hot topics from the internet into print for those not yet online and encourage those with something to say to commit to the LPHCA world wide web link at www.lphca.co.uk

Rate cards and distribution details for advertisers are available on request: -

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